PRIVACY POLICY FONDAZIONE PRADA

Fondazione Prada recognizes the importance of your personal data, for which reason it wishes to provide you with information about, and the greatest possible control over, the management of your personal data processed by the Fondazione.

1. DATA CONTROLLER OF PERSONAL DATA AND RESPONSIBILITY FOR THEIR PROCESSING

The Data Controller of the personal data collected and the organization responsible for their processing is Fondazione Prada, Largo Isarco n. 2 - 20139, Milan, Italy (the "Fondazione" or "Data Controller").

The Fondazione can be contacted for all data privacy questions at the following email address: privacy@fondazioneprada.org.


The Fondazione collects and processes different types of personal data for different purposes and using different methods.

Specifically:

(a) Personal information that you voluntarily provide (email address, personal data, contact information), which are processed by the Fondazione:
   i. to allow you to register to attend events and exhibitions, and more generally
   ii. to expedite your requests related to the activities, services and initiatives programmed by the Fondazione and, overall, to administer the dealings between you and the Fondazione.

(b) Personal information that you voluntarily provide (personal data and email address) that are processed by the Fondazione to send you invitations, information and updates on the activities and initiatives organized by the Fondazione, or by third parties active in the world of art and culture (via email or smart messages, or by postal mail or telephone).

The legal basis of the data processing is founded on:

(a) a legal obligation arising from your registration for an event;
(b) the Fondazione’s legitimate concern to provide you with feedback, and your desire to receive the information requested;
(c) the consent that you have provided.
3. PERSONAL DATA PROCESSING PROCEDURES

The personal data collected are mostly handled using information and telecommunication systems that incorporate security features to minimize the risk of data loss or destruction, including accidental, or unauthorized access or processing that does not respect the purposes stated in the Privacy Policy. In certain cases, your data may be processed manually or using paper-based systems, employing suitable physical and organizational measures.

4. OPTIONAL OR MANDATORY PROVISION OF DATA

The provision of a certain minimum quantity of personal data is mandatory for registration at Fondazione events. The provision of any other data requested is optional. However, a lack of certain data may make it impossible for the Fondazione to act upon your requests for information or your queries, or to send you information, updates, newsletters and/or invitations to events.

5. CATEGORIES OF RECIPIENTS OF PERSONAL DATA

For the purposes described in points 2 (a) and 2 (b), the Fondazione may communicate your personal data within the parameters defined by law and in conformity with the following.

Personal data shall be processed and known by:

(i) the Fondazione’s employees and consultants, who are authorized for and instructed in data processing by the Fondazione itself; (ii) companies that perform specific technical and organizational services for the Fondazione, including the company that manages the Fondazione’s database, appointed by the Fondazione for such data processing.

Furthermore, your data may be disclosed to law enforcement or judicial authorities, in compliance with the law and subject to formal request, or in cases in which adequate reason is provided that the communication of personal data is reasonably necessary to: (1) investigate, avert or assist initiatives related to suspected illegal activities, or to provide assistance to the State’s forces for the maintenance of public order; (2) to assist in defending against claims or accusations made by third parties; (3) to exercise or protect the rights, property or security of the Fondazione, its customers and employees, or any other subjects.

Your personal data shall not be otherwise disseminated. They may be transferred outside Italy, though within the EU, to ensure their safety and security.

6. SOURCE OF PERSONAL DATA AND PERIOD OF THEIR RETENTION

Your personal data held by the Fondazione are provided directly by you.
Your data will only be processed for the time required to ensure that the purposes of their collection are met (and for a limited time subsequently for administrative and management purposes, for example, if you register for events). The data collected to be able to send you information, invitations and updates will be held for a period typical of the business sector in question, however, for no longer than seven (7) years.

7. YOUR RIGHTS UNDER THE PRIVACY LAW

You always have the right to ask the Fondazione for access to your personal data, also to demand their alteration or cancellation, or to place a limitation on their processing. You also have the right to repudiate the processing of your data and rescind your previously given consent (in cases where consent for the reception of communications sent by automated means is rescinded, communications sent by the postal system or made by telephone will also be affected). Your rights also include the portability of your personal data for your own purposes.

The rights described above may also be exercised by contacting the Fondazione at the following email address: privacy@fondazioneprada.org.

You are reminded that you also have the right to lodge a complaint on the use of your personal data with the Italian Data Protection Authority (Garante per la Protezione dei Dati Personali).